Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Create Your Own Campaign Ad!

For your candidate, create an effective ad using **2** of the campaign advertising strategies discussed in class. Make sure your ad accurately represents your candidate’s background, party affiliation, ideology, and positions on issues. Think about what kind of ad would make your candidate appealing to voters! Try to use actual facts and statistics to make your case as well.

Your ad should be about 60 seconds long. Write it in the style of a script (one page maximum, typed or handwritten). You can also include brief descriptions of the actions, symbols and background visuals that would be used in your ad.

Checklist:

Factual accuracy \_\_\_\_\_\_\_

Use of ad strategies \_\_\_\_\_\_\_

Creativity \_\_\_\_\_\_\_

“Memorable” qualities \_\_\_\_\_\_\_

Overall effectiveness \_\_\_\_\_\_\_